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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 12

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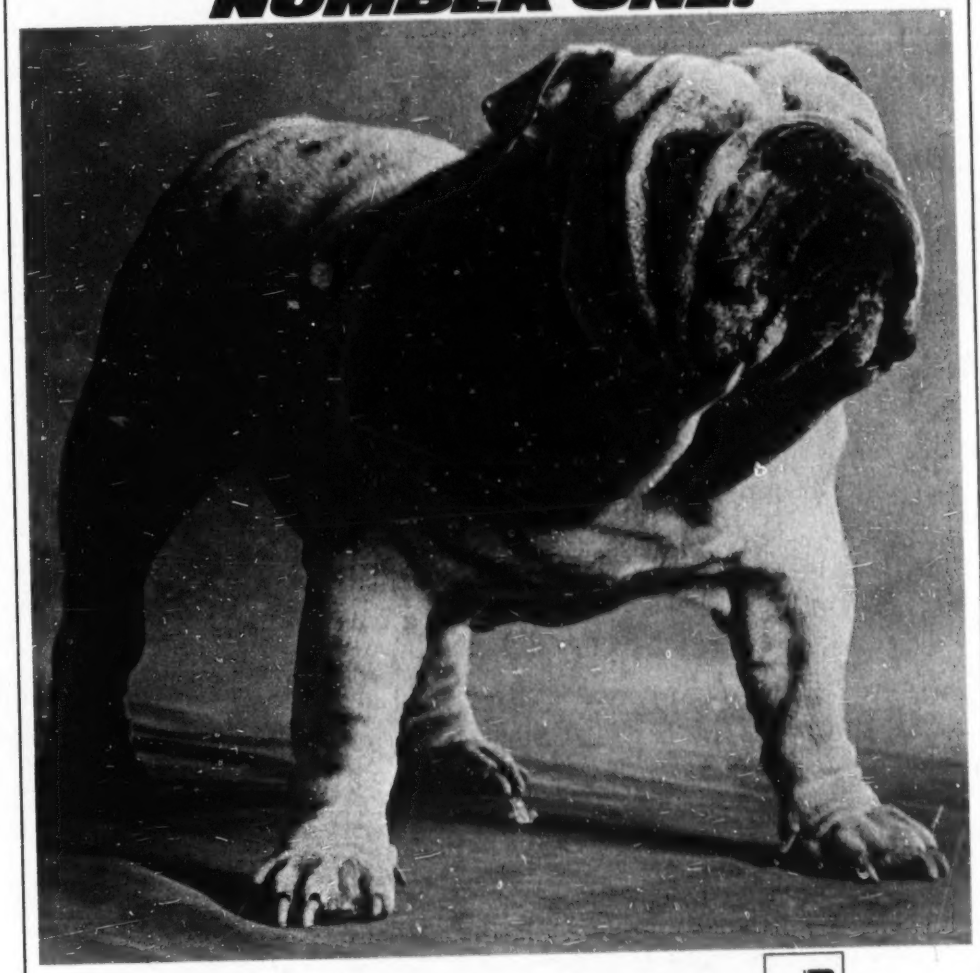

BLAIR. ONLY BLAIR. Television

55th Year 1986

TOP 100 COMPANIES IN ELECTRONIC COMMUNICATIONS

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Vol. 110 No. 19

Broadcasting May 12

A look at the top 100 companies
CBS-TV unveils fall schedule
Must carry momentum slows

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ecutives, including Diller and Kellner, the most likely scenario is that FBC will roll out a three-hour (7-10 p.m. NYT) program block March 1 or March 8, 1987, with a two-hour (8-10 p.m.) slate premiering March 7 or shortly thereafter. Initial offerings are likely to be situation comedies, youth-oriented action dramas and movies. The services will expand to other nights over time, perhaps not extending to all seven nights until 1990 or even later. The 10-11 p.m. time period is being left for locally originated programing, consisting in most cases of news. In the long term, FBC anticipates producing and distributing its own news and sports programing, but not for at least two or three years.

The network program production division of Fox Inc. will be considered on the same basis as other outside program suppliers, according to Keven Wendell, FBC vice president of prime time programing. He also said there are no plans to include any of Fox's new syndicated first-run programs in the lineup. (Those include the revived sitcom *9 to 5*, a game show entitled *Banko* and a weekly live beauty contest.)

"The best opportunities [for FBC] are on Saturday and Sunday nights," Wendell told BROADCASTING. "We would start with five hours there, then move on to 8-10 p.m. weeknights. If we were to be phenomenally successful there and stations were to beg us to go on to 11 o'clock we would probably go on. But that's not the plan." Referring to *The Late Show*, he said a delayed feed at 11:30 p.m. is being planned for stations unable to air the Rivers show live.

Wendell said Murdoch has had a hand in decision-making at FBC. "He has met with all of us more than twice. He has been very involved in terms of letting us know his philosophy . . . but he is not steering us in any way." Asked about that programing philosophy, Diller said Murdoch is seeking to provide a family-oriented schedule in prime time. An effort will be made to downplay gratuitous violence, he said, particularly in the 8-9 p.m. hour.

Kellner said his service is offering an affiliate compensation package similar to that of ABC, CBS and NBC, although FBC affiliates will be given somewhat more advertising time to sell and will be compensated more for carrying FBC shows. Cost-per-thousand advertising rates will be "slightly below" those of ABC, CBS and NBC, said Kellner, and "slightly above" those of major syndicated shows. He said two major (and unnamed) advertisers have already approached the program service with an upfront proposal and that sales will begin immediately for *The Late Show*.

"We're going to make nice with our affiliates," said Kellner. Kellner suggested the three networks have developed complacent attitudes toward their affiliates and said Fox will offer its stations participation opportunities in merchandising and other promotional

NBC returns to winning form

After two consecutive weekly wins by CBS, NBC was back on top in the prime time ratings race for the week ending May 4, the second week out of the "official" season. NBC averaged a 15.4 rating and a 26 share for the week, followed by CBS, which averaged a 14.0/23. ABC was third with a 13.2/22. The HUT level was up almost a full point over a year ago, jumping from 59.1 to 59.8.

The higher HUT levels and a busy news week (the Russian nuclear power plant accident at Chernobyl and the summit meeting in Tokyo) pushed viewing to the network evening newscasts up. CBS hung on to its ratings lead, although NBC tied (for the fifth time in the last two-and-a-half months) in share. CBS had 12.3/24, up 9% from a year ago, NBC averaged an 11.9/24, up 25%, and ABC had a 10.3/20, up 11%.

In the prime time race, CBS took the nights when it was strongest during the season, Monday, Friday and Sunday, as did NBC, Thursday and Saturday, and ABC, Tuesday and Wednesday.

A *Cosby* repeat was the first-ranked program of the week, followed, in order, by original episodes of *Family Ties*, *Cheers*, *60 Minutes* and *Golden Girls*. Part I of the ABC mini-series, *North and South, Book II*, dominated its 9-11 p.m. time slot on Sunday (May 4), with an average 19.8/30, beating part one of a special two-part NBC made-for, *Deliberate Stranger*, which averaged an 18.6/28, and the *CBS Sunday Night Movie: Vanishing Act*, which scored an 18.3/27. However, strong performances by *60 Minutes* and a repeat showing of *Murder, She Wrote* gave CBS the night.

On subsequent nights last week, *North and South* maintained a strong performance, averaging a 20.1/30 on Monday for part II, compared to an average 13.1/19 for the two hours of regular series programing on CBS and a 21.7/32 for the conclusion of *Deliberate Stranger* on NBC. Part III on Tuesday averaged a 21.6/36, handily beating original episodes of *Hunter* and *Stingray* on NBC and a mix of repeat and original shows on CBS. The last three episodes of *N & S Book II* were to have aired May 7, 8 and 11.

Meanwhile, CBS's new one-hour drama, *Morningstar/Eveningstar*, airing on Tuesday from 8 to 9 p.m., continued to fare poorly, placing third behind ABC's *Who's the Boss* and *Perfect Strangers*, and NBC's *A-Team*. It finished 60th out of 71 programs overall, with a 9.3/16. Another new CBS drama, *Bridges to Cross*, seen on Thursday at 9 p.m., had modest ratings May 1, placing third against ABC's *Dynasty II: The Colbys* and *Cheers* and *Night Court* on NBC.

ABC aired its new comedy, *Mr. Sunshine*, on two nights. On Friday, it placed third at 9 p.m. with a 6.9/12 against the first half-hour of original episodes of *Dallas* (18.5/32) on CBS and the first half-hour of *The Last Precinct* (11.6/20) on NBC. On Saturday at 8 p.m., *Sunshine* also placed third, with a 6.8/14 against the first half-hour of an original episode of *Crazy Like a Fox* (10.4/21) on CBS and an original episode of *Gimme a Break* (12.8/26) on NBC. Another new ABC comedy, *Joe Bash*, placed a distant third on Friday at 9:30 p.m. following *Sunshine*, averaging a 7.0/12, which made it the 66th ranked show for the week.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	29.5/49
2.	Family Ties	NBC	28.5/46
3.	Cheers	NBC	23.0/37
4.	60 Minutes	CBS	22.3/42
5.	Golden Girls	NBC	21.7/39
6.	Night Court	NBC	21.7/35
7.	Murder, She Wrote	CBS	20.9/35
8.	Kate & Allie	CBS	20.8/33
9.	Newhart	CBS	20.5/32
10.	North & South, Book II, pt. 1	ABC	19.8/30
11.	Dallas	CBS	19.7/34
12.	Dynasty	ABC	19.5/31
13.	Miami Vice	NBC	19.2/33
14.	Highway to Heaven	NBC	19.1/32
15.	Moonlighting	ABC	19.1/30
16.	Hotel	ABC	18.9/31
17.	Knots Landing	CBS	18.6/30
18.	Deliberate Stranger, pt. 1	NBC	18.6/28
19.	Perfect Strangers	ABC	18.5/31
20.	Who's the Boss	ABC	18.3/33
21.	Vanishing Act	CBS	18.3/27
22.	227	NBC	17.9/32
23.	Falcon Crest	CBS	16.9/29
24.	Blacke's Magic	NBC	16.4/26
25.	Valerie	NBC	15.9/27
26.	20/20	ABC	15.9/26
27.	Cagney & Lacey	CBS	15.7/26
28.	Facts of Life	NBC	15.3/30
29.	Remington Steele	NBC	14.7/27
30.	You Again	NBC	14.7/26
31.	Dynasty II: The Colbys	ABC	14.1/22
32.	Hill Street Blues	NBC	13.7/22
33.	Hunter	NBC	13.7/22
34.	MacGyver	ABC	13.3/22
35.	Mr. Belvedere	ABC	13.2/24
36.	Stingray	NBC	13.2/23
37.	Webster	ABC	13.1/24
38.	Spenser: For Hire	ABC	13.0/22
39.	St. Elsewhere	NBC	13.0/21
40.	Scarecrow & Mrs. King	CBS	12.9/22
41.	Gimme a Break	NBC	12.8/26
42.	Alfred Hitchcock Presents	NBC	12.6/20
43.	An Early Frost	NBC	12.4/20
44.	Equalizer	CBS	12.2/21
45.	A Team	NBC	12.2/21
46.	Texas' 150th Anniversary	ABC	11.7/19
47.	Simon & Simon	CBS	11.6/19
48.	Amazing Stories	NBC	11.4/20
49.	Bridges to Cross	CBS	11.4/17
50.	Knight Rider	NBC	11.3/21
51.	Last Precinct	NBC	11.2/19
52.	Love Boat	ABC	11.1/20
53.	Crazy Like a Fox	CBS	11.0/22
54.	Love Leads the Way	ABC	11.0/19
55.	Tuesday's Child	CBS	10.9/17
56.	Hardcastle & McCormick	ABC	10.8/19
57.	Mike Hammer	CBS	10.3/16
58.	Magnum, P.I.	CBS	10.1/18
59.	Leo & Liz in Bev. Hills	CBS	9.3/17
60.	Morningstar/Eveningstar	CBS	9.3/16
61.	Mr. Sunshine	ABC	9.2/16
62.	Charlie & Co.	CBS	9.1/17
63.	Airwolf	CBS	9.1/16
64.	West 57th	CBS	8.0/13
65.	Fathers and Sons	NBC	7.0/13
66.	Joe Bash	ABC	7.0/12
67.	Mr. Sunshine	ABC	6.8/14
68.	Benson	ABC	6.8/13
69.	Silver Spoons	NBC	6.7/13
70.	Fall Guy	ABC	6.6/11
71.	Ripley's Believe It or Not	ABC	6.2/10

*indicates premiere episode

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

ABC □ Adams-Russell □ Affiliated Publications □ Allied-Signal □ American Express □ American Family □ Anixter Brothers □ Arvin Industries □ Avnet □ BBDO □ A.H. Belo □ John Blair □ Burnup & Sims □ Cablevision □ Capital Cities □ CBS □ Centel □ Century □ Chris-Craft □ Coca-Cola □ Comcast □ Comsat □ Conrac □ Control Data □ Disney □ Dow Jones □ Doyle Dane Bernbach □ Dun & Bradstreet □ Eastman Kodak □ Foote Cone & Belding □ Gannett □ GenCorp □ General Cinema □ General Electric □ General Instrument □ Grey Advertising □ Gulf + Western □ Harris □ Heritage □ Insilco □ Interpublic Group □ Jefferson-Pilot □ Josephson International □ JWT Group □ King World □ Knight-Ridder □ Lee Enterprises □ Liberty □ LIN □ Lorimar □ Maclean Hunter □ M/A-Com □ Malrite □ MCA □ McGraw-Hill □ Media General □ Meredith □ MGM/UA □ 3M □ Motorola □ Multimedia □ New World Pictures □ New York Times □ North American Philips □ Oak Industries □ Ogilvy Group □ Orion Pictures □ Park Communications □ Playboy Enterprises □ RCA □ Reeves Communications □ Rogers Cablesystems □ Rollins Communications □ Saatchi & Saatchi □ Scientific-Atlanta □ Scripps Howard □ Selkirk □ Sony □ Stauffer Communications □ Storer □ Taft □ Tektronix □ Tele-Communications Inc. □ Telepictures □ Time Inc. □ Times Mirror □ Tribune Broadcasting □ Tri-Star Pictures □ Turner Broadcasting □ United Artists □ United Cable Television □ United Television □ Varian □ Viacom □ Warner Communications □ Washington Post □ Western Union □ Westinghouse □ Wrather □ Zenith

1985 an off year for Fifth Estate companies

BROADCASTING's annual ranking of Top 100 public companies in electronic communications shows many in the red or with earnings lower than in 1984; GE heads revenue list again while ABC is leader on Electronic Communications Index with $2.85 billion

You wouldn't know it from looking at the stock market, but 1985 was not the best year for the Fifth Estate. Close to half of BROADCASTING's Top 100 publicly traded companies involved in electronic communications either lost money or showed lower net earnings compared to 1984. Not surprisingly, many with problems were on the manufacturing side, where foreign competition and reduced demand hurt profit margins. Large restructuring write-offs were taken in the hope of a more profitable future. The more prominent cases were Allied-Signal Corp.'s $703 million restructuring and Control Data's $275 million charge.

Not all of the earnings drop reflected on the broadcasting, cable or related industries. Net income in 1985 was affected by everything from lower interest rates affecting company pension plans (a positive impact), to the write down of inventories (negative), to a drop in newsprint prices for those media companies with publishing or forest products divisions (both positive and negative).

Combined net profits for the Top 100 were down an uncomfortable 13%, to $9.1 billion in 1985, compared to $10.5 billion in 1984, which was a 20% improvement over 1983. The decline was greater than that registered by broader profit indices such as the *Forbes* 500 index, down 5%, or the *Business Week* 1,000, down 10%. On the revenue side, the Top 100's total gain of 4% was ahead of the *Forbes* gain of 1.7%, and closely behind the *Business Week* growth of 5% and the 5.7% gain registered by the Gross National Product.

Manufacturers were not the only one's unable to bring a profit to the bottom line, as MSO's such as Rogers Cablesystems and Cablevision Systems reported losses.

BROADCASTING's Top 100 comprise publicly traded networks, group owners and MSO's in addition to companies providing programing, advertising, ratings and syndication services as well as equipment manufacturers, post-production firms and other services. The list includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite, multipoint distribution service, teletext, videotex and low-power television.

The companies are ranked by total revenue. Most companies' figures are based on their fiscal-year reports. When a company's fiscal year does not approximate the calendar year, four-quarter totals most closely approximate the calendar year. Earnings figures are based on continuing operations, after extraordinary items. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) percentage (the percentage of total revenue contributed by a company's communications divisions) and rank. Whenever possible it is calculated using information provided by the company. In cases where the company does not make that distinction, the ECI is based on estimates by securities analysts or BROADCASTING.

Leading this year's revenue list once again was General Electric, with $28.3 billion, followed by American Express with $11.85 billion, Rockwell International with $11.76 billion, Westinghouse with $10.7 billion, Eastman Kodak with $10.6 billion, Allied-Signal with $9.1 billion, RCA with $9 billion, Coca-Cola with $7.9 billion, 3M with $7.85 billion and Sony Corp. with $6.8 billion.

The ranking of the top-25 companies changed little. Elsewhere, MCA moved up from 28th on last year's list to 23d, and Centel jumped from 42d to 32d. On the downside, divestitures pushed Oak Industries from 60th on last year's list to 71st, John Blair & Co. from 40th to 49th,while Reeves Communications' decision to sell its direct marketing operations and concentrate on television production dropped it from 70th place to 96th. In 1985, 17 companies on the list recorded reduced revenue, a dozen more than in 1984, but equal to the number in 1983.

American Broadcasting Companies, despite weakness in its television network, still led all companies in ECI revenue with $2.85 billion. ABC was followed by CBS with $2.8 billion, RCA with $2.6 billion, Time Inc. with $1.4 billion, Westinghouse with $1.1 billion, Storer with $592 million, Tele-Communications Inc. with $577 million, MCA with $524 million, Interpublic Group with $484 million and Harris Corp. with $456 million.

Most of the revenue leaders in 1985 were able to transfer their sales success to the earnings column. Leading that list, once again, was General Electric with $2.3 billion, followed by American Express with $810 million, Coca-Cola with $722 million, 3M with $664 million, Westinghouse with $605 million, Rockwell International with $581 million, Sony with $344 million, Eastman Kodak with $332 million and Dun & Bradstreet with $295 million.

Several companies, primarily owners of broadcast, cable and other media properties, repeated as holders of the 10 highest profit margins. Scripps Howard was first with a 22% margin, followed by LIN Broadcasting with 20%, United Television with 16%, Lee Enterprises with 14%, Capital Cities with 13.9%, Park Communications with 13.4%, Dow Jones & Co. with 13.3%, Jefferson-Pilot with 12.6% and Comcast with 12.4% and King World with 12.1

The year-long succession of mergers, sales and rapid growth should change the look of next year's list dramatically. Ten companies listed separately on this year's list will become five corporate entities next year: Capital Cities/ABC Inc., General Electric (buying RCA), Lorimar-Telepictures, Turner Broadcasting Systems (buying MGM) and a still-unamed corporate entity combining ad agencies BBDO, Doyle Dane Bernbach and privately held Needham Harper & Steers. The same merger, acquisition and divestiture news also saw Schering-Plough sell its radio station and Cox Communications go private, removing them from contention for the Top 100.

Despite the mergers and divestitures, the revenue cutoff for the Top 100 this year has risen from 1984 when Gray Communications reported $40 million to Century Communications' $55 million in 1985. Moving onto the list in 1985 were two companies with strong revenue growth: New World Pictures (94), whose revenue increased 158% to $107 million, and King World Productions (98), which recorded a 179% jump in sales to $81 million. Other companies showing large revenue increases included Saatchi & Saatchi (57 and new to the Top 100 this year) with a 114% increase; Tri-Star Pictures (72), up tk%; Telepictures Corp. (85), up 45%, and Viacom (59), up 38%.

Also new to the list this year are Playboy Enterprises (79) and Cablevision Systems (87), which recently had an initial public stock offering.

Companies falling just below the Top 100 cutoff include King World with 81.3 million, Century Communications with $55 million, TCA Cable TV with $43.6 million, Gray Communications with $43.4 million and Price Communications with $37.2 million.

The Top 100 chart appears on pages 62-65.

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000) 1985	1984	% change
1.	General Electric	$28,290,000	$27,947,000	1
2.	American Express	11,849,000	9,642,000	23
3.	Westinghouse	10,700,200	10,264,500	4
4.	Eastman Kodak	10,631,000	10,600,000	0
5.	Allied-Signal	9,115,000	9,462,000	−4
6.	RCA	8,972,100	8,671,200	3
7.	Coca-Cola	7,903,904	7,151,826	11
8.	3M	7,846,000	7,705,000	2
9.	Sony Corp.	6,788,476	5,149,167	32
10.	Motorola	5,443,000	5,534,000	−2
11.	CBS	4,755,600	4,640,100	2
12.	North American Philips	4,395,200	4,325,900	2
13.	Control Data	3,680,000	3,690,000	−0
14.	Time Inc.	3,403,554	3,067,363	11
15.	ABC	3,298,475	3,707,713	−11
16.	Gulf + Western	3,090,000	2,666,600	16
17.	GenCorp	3,020,748	2,797,708	8
18.	Times Mirror	2,959,418	2,804,829	6
19.	Dun & Bradstreet	2,771,669	2,397,333	16
20.	Harris Corp.	2,281,220	1,995,802	14
21.	Warner Communications	2,234,891	2,023,513	10
22.	Gannett Co.	2,209,421	1,960,197	13
23.	MCA	2,098,525	1,651,242	27
24.	Disney	2,093,052	1,780,348	18
25.	Tribune Broadcasting	1,937,878	1,794,436	8
26.	Knight-Ridder	1,729,613	1,664,679	4
27.	Zenith	1,623,700	1,716,000	−5
28.	Avnet	1,534,172	1,635,540	−6
29.	McGraw-Hill	1,491,200	1,401,778	6
30.	Tektronix	1,438,100	1,419,872	1
31.	New York Times	1,393,772	1,229,580	13
32.	Centel Corp.	1,331,649	1,372,843	−3
33.	Western Union	1,082,496	1,333,978	−19
34.	Washington Post	1,078,660	984,303	10
35.	Dow Jones	1,039,314	965,620	8
36.	Capital Cities	1,020,880	939,722	9
37.	Jefferson-Pilot	1,016,182	960,567	6
38.	General Instrument	993,800	1,017,700	−2
39.	Maclean Hunter	972,996	902,656	8
40.	General Cinema	966,800	916,300	6
41.	Varian Associates	962,851	960,439	0
42.	American Family	954,800	823,600	16
43.	M/A-Com.	844,140	764,432	10
44.	Arvin Industries	820,996	781,986	5
45.	Insilco Corp.	811,780	786,900	3
46.	Interpublic Group	691,500	644,396	7
47.	Anixter Brothers	660,313	638,668	3
48.	MGM/UA	647,592	685,583	−6
49.	John Blair	630,547	487,306	29
50.	Storer	592,417	536,824	10

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0.

Earnings (000) 1985	Earnings (000) 1984	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
2,340,000	2,280,000	3	8	5.13	13.79	1	26
809,600	609,600	33	7	3.55	14.72	2	34
605,300	535,900	13	6	3.52	12.18	10	5
332,000	923,000	−64	3	1.46	33.30	2	38
−279,000	488,000	NM	−3	NM	NM	4	18
369,100	341,000	8	4	4.04	15.22	24	3
722,299	628,818	15	9	5.51	14.93	5	14
664,000	733,000	−9	8	5.77	15.34	4	24
344,439	291,555	18	5	1.49	13.09	6	12
72,000	387,000	−81	1	0.61	59.84	7	15
27,400	212,353	−87	1	5.81	19.58	55	2
81,500	130,500	−38	2	2.82	13.21	5	36
−567,600	5,100	NM	−15	NM	NM	11	13
199,819	216,398	−8	6	3.15	19.84	41	4
158,441	195,332	−19	5	5.51	NM	91	1
234,300	259,900	−10	8	3.31	15.52	7	37
75,213	7,210	943	2	3.43	20.48	6	42
237,127	232,703	2	8	3.49	15.33	4	58
294,708	255,883	15	11	3.88	20.97	5	52
80,287	80,410	0	4	2.00	13.38	20	10
195,305	−586,099	NM	9	2.87	12.72	17	16
253,277	223,934	13	11	3.16	19.07	11	33
149,959	94,937	58	7	2.02	23.70	25	8
176,018	44,931	292	8	5.24	22.52	4	74
123,844	103,043	20	6	3.06	-17.44	18	21
132,724	140,810	−6	8	2.19	17.69	4	82
−7,700	63,600	NM	0	NM	NM	11	43
49,384	86,808	−43	3	1.39	24.73	7	64
147,400	144,171	2	10	2.92	16.44	6	71
90,200	131,540	−31	6	4.41	12.78	18	29
116,318	100,169	16	8	2.90	17.59	5	81
128,743	121,351	6	10	4.61	10.17	8	65
−367,221	−58,377	NM	−34	NM	NM	10	63
114,261	85,886	33	11	8.66	13.68	14	49
138,608	129,140	7	13	2.15	20.17	9	69
142,222	142,778	0	14	10.87	19.69	37	17
128,050	201,721	−37	13	4.38	10.96	7	79
−88,600	32,664	NM	−9	NM	NM	34	22
64,576	49,205	31	7	0.80	19.06	21	40
88,200	110,959	−21	9	2.33	16.42	1	98
15,365	60,745	−75	2	0.71	37.32	11	66
54,200	43,100	26	6	1.35	22.41	4	90
39,375	38,200	3	5	0.92	15.08	30	32
35,872	30,226	19	4	2.16	9.38	4	92
26,119	31,400	−17	3	1.37	14.51	15	57
36,600	32,794	12	5	2.98	14.43	70	9
20,205	14,475	40	3	1.11	17.79	40	27
−144,365	25,431	NM	−22	NM	NM	13	73
−29,151	10,469	NM	−5	NM	NM	18	59
−23,319	−16,742	NM	−4	NM	NM	100	6

	Company	Revenues (000) 1985	1984	% change
51.	Media General	578,560	547,661	6
52.	Tele-Communications Inc.	577,251	449,416	28
53.	JWT Group	569,200	518,924	10
54.	United Artists	498,000	418,000	19
55.	Ogilvy Group	490,486	428,604	14
56.	Meredith Corp.	485,777	466,019	4
57.	Saatchi & Saatchi	469,000	219,000	114
58.	Comsat	459,036	397,485	15
59.	Viacom	444,112	320,366	39
60.	Scientific-Atlanta	436,892	398,861	10
61.	Taft	430,387	376,039	14
62.	A.H. Belo	385,151	354,245	9
63.	Affiliated Publications	367,311	343,836	7
64.	Lorimar	364,674	263,204	39
65.	Liberty	354,511	318,042	11
66.	Rogers Cablesystems	354,165	294,779	20
67.	Turner Broadcasting	351,891	281,732	25
68.	Multimedia	336,271	304,361	10
69.	BBDO Inc.	335,600	305,269	10
70.	Foote Cone & Belding	287,020	267,646	7
71.	Oak Industries	284,257	333,244	−15
72.	Tri-Star Pictures	258,886	85,017	205
73.	Grey Advertising	227,026	204,007	11
74.	Doyle Dane Bernbach	220,854	215,574	2
75.	Orion Pictures	220,424	178,355	24
76.	Josephson International	208,795	214,034	−2
77.	Selkirk	207,400	184,100	13
78.	Lee Enterprises	206,637	190,009	9
79.	Playboy Enterprises	192,333	187,144	3
80.	Chris-Craft	190,257	170,687	11
81.	Burnup & Sims	183,352	192,501	−5
82.	LIN	171,671	148,844	15
83.	United Cable TV	168,996	140,741	20
84.	Heritage Communications	157,373	128,788	22
85.	Telepictures	155,453	106,756	46
86.	Conrac	150,289	154,284	−3
87.	Cablevision Systems	136,968	116,502	18
88.	Scripps Howard	134,540	117,985	14
89.	Adams-Russell	133,267	114,460	16
90.	Comcast	117,312	103,007	14
91.	Stauffer Communications	113,935	104,901	9
92.	Wrather	113,825	108,195	5
93.	Park Communications	113,712	106,398	7
94.	New World Pictures	106,600	41,200	159
95.	Rollins Communications	99,953	85,374	17
96.	Reeves Communications	97,343	226,436	−57
97.	Malrite	83,294	76,974	8
98.	King World	81,280	29,037	180
99.	United Television	77,137	72,133	7
100.	Century Commun.	55,159	39,963	38

Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0.

Earnings (000) 1985	Earnings (000) 1984	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
32,824	39,760	−18	0	4.61	NM	18	67
10,119	16,982	−40	2	0.22	169.31	100	7
18,500	20,478	−10	3	1.75	17.64	55	25
14,000	17,300	−19	3	0.73	36.99	42	39
30,247	25,838	17	6	3.19	13.87	73	19
48,935	40,642	20	10	5.18	13.13	23	61
32,000	17,000	88	7	1.68	20.09	55	30
−41,527	51,165	NM	−9	NM	NM	1	100
37,049	30,597	21	8	2.17	25.58	100	11
16,385	11,776	39	4	0.71	16.55	60	28
41,195	48,403	−15	10	4.48	18.97	38	46
23,818	54,141	−56	6	2.05	25.98	45	44
30,958	27,350	13	8	1.69	32.10	12	89
28,416	11,664	144	8	3.94	0	70	31
28,073	18,584	51	8	2.31	15.04	25	72
−22,517	−34,588	NM	−6	NM	NM	100	20
1,157	10,062	−89	0.32	0.05	300.0	90	23
21,638	33,688	−36	6	1.40	19.82	47	48
19,600	22,644	−13	6	3.06	16.34	60	41
16,377	16,807	−3	6	4.29	11.10	77	35
−37,576	−149,250	NM	−13	NM	NM	16	88
1,579	−14,742	NM	1	0.07	164.29	27	80
10,061	10,220	−2	4	14.6	13.29	64	51
6,057	8,769	−31	3	1.06	18.63	51	60
−6,150	4,960	NM	−3	NM	NM	50	62
680	−29,120	NM	0.32	NM	NM	8	95
12,688	17,529	−28	6	1.19	20.17	63	56
30,730	26,749	15	15	2.27	19.88	26	85
6,699	27,336	−76	3	0.71	13.20	12	93
18,333	−21,373	NM	10	1.88	29.26	70	55
−1,144	10,082	NM	−1	0.53	13.68	34	83
35,788	29,088	23	21	1.40	26.43	93	47
10,542	3,935	168	6	0.50	70.50	100	45
21,322	16,861	26	14	0.48	43.75	50	76
14,829	9,315	60	0	1.10	NM	95	50
7,231	13,013	−44	5	1.19	13.13	8	97
−48,230	−29,668	NM	−35	NM	NM	100	53
30,937	18,158	70	23	3.00	16.83	100	54
9,662	8,322	16	7	1.52	19.24	37	87
14,570	12,173	20	12	0.70	31.79	80	68
6,703	6,066	10	6	6.07	19.77	18	94
4,040	−22,724	NM	4	0.56	33.26	5	99
15,207	14,053	8	13	1.10	20.00	52	84
5,137	366	1304	5	0.45	0	15	96
12,014	9,934	21	12	0.82	33.69	90	70
−59,961	−5,395	NM	−62	NM	NM	34	91
8,828	2,468	258	11	0.70	17.50	100	75
9,842	3,365	192	12	1.02	33.58	95	77
12,645	−2,870	NM	16	1.14	21.82	100	78
1,294	4,465	−71	2	0.05	0	100	86

Bilingual Broadcasting Foundation to California Human Development Corp. for $70,000. Seller is nonprofit corporation headed by Alicia Moldonado. Buyer is nonprofit corporation headed by Jayne Ruiz, chairperson. Filed April 28.

■ WAMA(FM) Dunedin (Clearwater), Fla. (860 khz; 500 w-U)—Seeks assignment of license from Efrain Archilla Roig to Gulf Atlantic Broadcasting Corp. for $450,000. Seller also owns WALO(AM) Humacao, P.R., and is purchasing WYOU(AM) Tampa (see below). Buyer is owned by Carl Marcocci, who also owns WGUL-FM New Port Richey, Fla. Filed April 24.

■ WAVE-FM Sarasota, Fla. (102.5 mhz; 100 kw; HAAT: 570 ft.)—Seeks assignment of license from Cosmos Broadcasting Corp. to Susquehanna Radio Corp. for $7 million. Seller is Greenville, S.C.-based group of two AM's, two FM's and six TV's, principally owned by Francis M. Hipp and family. Buyer is York, Pa.-based group of eight AM's and five FM's principally owned by Louis J. Appell and family. Filed April 24.

■ WYOU(AM) Tampa, Fla. (1550 khz; 10 kw-D)—Seeks assignment of license from WYOU Radio Inc. to Effrain Archilla Roig for $730,000, comprising $150,000 noncompete agreement and remainder cash. Seller is principally owned by Tedford E. Kimbell and his cousin, Mary Jane Harper. It owns KALB(AM)-KTIZ(FM)-KALB-TV, Alexandria, La.; KLST(TV) San Angelo, Tex., and has interest in KNAZ(TV) Flagstaff and KMOH-TV Kingman, both Arizona, and KNAG-TV Gallup, N.M. Buyer is selling WAMA(FM) Dunedin, Fla. (see above). Filed April 24.

■ WAUC(FM) Wauchula, Fla. (1310 khz; 5 kw-D)—Seeks assignment of license from Heartland Broadcasting Inc. to Ted L. Hite for $325,000. Seller is owned by Jesse D. Newman and his wife, Anna, and Terry R. Reed and his wife, Laura. Newman owns WBUC(AM) Buckhannon, W.Va. Reeds are applicants for new FM in Buckhannon. Buyer is station's general manager. Filed April 24.

■ KMCL(AM) McCall, Idaho (1240 khz; 505 w-D; 250 w-N)—Seeks assignment of license from James H. McCall and his wife, Carolyn, to Mountain Broadcasting Inc. for $125,000. Sellers have no other broadcast interests. Buyer is principally owned by Michael Ballin. It has no other broadcast interests. Filed April 28.

■ KMRY(AM) Des Moines, Iowa (1390 khz: 1 kw-U)—Seeks assignment of license from KRMB Inc. to Fuller-Jeffrey Broadcasting Corp. of Greater Des Moines for $400,000, comprising $360,000 cash and $40,000 noncompete agreement. Seller is owned by Jon Enoch, who has no other broadcast interests. Buyer is also buying KFMF(FM) Chico, Calif. (see above). Filed April 28.

■ WYKH(AM)-WZZF(FM) Hopkinsville, Ky. (AM: 1480 khz; 1 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 602 ft.)—Seeks transfer of control of Pennyrile Broadcasting Co. from Henry C. Clayton, Dr. Gabe Payne, Dr. John Newsome and Russell E. Croft to John N. Hall III for $855,000. It has no other broadcast interests. Twenty percent of sale will go to station's general manager, Sam Buchanan. Buyer was former engineering director at WDAF(TV) Kansas City, Mo., and has no other broadcast interests. Filed April 24.

■ WWBZ(AM) Vineland, N.J. (1360 khz; 1 kw-U)—Seeks assignment of license from Donald J. Martin to Cawley Broadcasting Corp. for $250,000 cash. Seller has no other broadcast interests. Buyer is owned by Augustine M. Cawley, former owner of WIPS(AM)-WXTY(FM) Ticonderoga, WGFN(AM) Hudson Falls and WGFN(FM) South Glens Falls, all New York. Filed April 24.

■ WDVL(AM)-WKQV(FM) Vineland, N.J. (AM: 1270 khz; 500 w-D; FM: 92.1 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Frank R. Ventresca and his wife, Vita Marie, to Clear Communications Inc. for $400,000. Sellers have no other broadcast interests. Buyer is principally owned by Charles M. McCreery and David Klahr. Klahr has interest in WMID(AM)-WLQE(FM) Pleasantville, N.J. McCreery has interest in WZOZ-FM Oneonta, N.Y. Filed April 25.

■ KRKE-AM-FM Albuquerque, N.M. (AM: 610 khz; 5 kw-U; FM: 94.1 mhz; 100 kw; HAAT: 4,130 ft.)—Seeks assignment of license from Compass Communications to Sandia Peak Broadcasters Inc. for $2,850,000. Seller is Peoria, Ill.-based group of three AM's and three FM's, owned by Peoria Journal Star Inc. and Curran-Victor Management. Peoria Journal Star publishes *Peoria* (Ill.) *Journal Star* and five magazines. It is headed by Henry P. Slane, chairman and principal owner. Curran-Victor Management is owned by Don Curran and Herb Victor, owners of Larkspur, Calif.-based program distribution and management firm. Buyer is owned by David H. Lloyd, N. Eric Jorgenson, his father, Norman, Dennis Lyons, G. Duane Vieth and Melvin C. Garbow. It has interest in WISE(AM)-WSKF(FM) Asheville, N.C. Filed April 25.

■ KQEN(AM) Roseburg, Ore. (1240 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of KQEN Broadcasting Inc. from Lyle E. Fenner and his wife, Helen (65% before; none after) to Markham Broadcasting Inc. for $119,113. Sellers have no other broadcast interests. Buyer is owned by Patrick A. Markham. It owns remainder of stock and has no other broadcast interests. Filed April 28.

■ WSVC(FM) Dunlap, Tenn. (1190 khz; 5 kw-D)—Seeks assignment of license from Morgan Broadcasting Co. to Tollye Wayne Tittsworth for $40,000. Seller is owned by Harry J. Morgan, who also owns colocated WSVC(AM) and WSKT(AM) Knoxville, Tenn. Buyer has no other broadcast interests. Filed April 24.

■ KPAS(FM) Fabens, Tex. (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Good News Broadcasting to Algie A. Felder for $375,000, comprising $75,000 cash and remainder note. Seller is owned by Gary L. Acker, who also owns WONS(AM) Pleasure Ridge Park, Ky. Buyer is station's chief engineer. Filed April 28.

■ KBBW(AM) Waco, Tex. (1010 khz; 10 kw-D; 2.5 kw-N)—Seeks assignment of license from Brown Broadcasting of Waco Inc. to American Broadcasting of Texas for $600,000. Seller is owned by John Brown University, Siloam Springs, Ark.-based educational institution which owns two AM's and two FM's. It is headed by Dr. John Brown. Buyer is owned by Stephen Williams, general manager of KELP(AM) El Paso, Tex. Filed April 28.

■ KRWY-TV Rawlins, Wyo. (ch. 11; ERP vis. 6.14 kw; aur. 610 w; HAAT: 13 ft.; ant. height above ground: 232 ft.)—Seeks transfer of control of Rawlins Broadcasting Corp. from Manuel A. Cantu and Continental Communications Systems Inc. to First National Broadcasting Corp. for $97,573. Seller, Cantu, has interest in KFWY-TV Riverton, Wyo. Continental is principally owned by David M. Antoniak, who also has interest in KFWY-TV and in KLWY-TV Cheyenne, Wyo., and KSBN-TV Scottsbluff, Neb. Buyer is principally owned by Frederic J. Bauer, Edward H. Cohen, Allen W. Gelbard, Shirley Brand and William Capri. It has purchased all of Rawlins' stations. Filed April 28.

New Stations

AM's

■ Umatilla, Fla.—Christian S. Miller seeks 1100 khz; 5 kw-D; 250 w-N. Address: P.O. Box 514, Ticonderoga, N.Y. 12883. Principal has no other broadcast interests. Filed April 23.

■ Cibolo, Tex.—Shanna G. Tschirhart seeks 830 khz; 250 w-D. Address: 7439 Alverstone Way, San Antonio, Tex. 78250. Principal has no other broadcast interests. Filed April 25.

■ South Tucson, Ariz.—Michael B. Glinter seeks 890 khz; 1 kw-D; 250 w-N. Address: 1711 Apple Tree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Filed April 28.

■ Edwardsville, Ill.—Horizon Broadcasting Corp. seeks 1080 khz; 500 w-D. Address: 645 Grove St., Wood River, Ill. 62095. Principal is owned by Robert F. Howe and Nikita G. Maggos. It has interest in WYOV-TV Norwell, Mass., and is also app. for 23 LPTV's. Howe also has interest in cable system serving Carlinville and Staunton, both Illinois. Filed April 28.

■ Elletsville, Ind.—Indiana Communications Inc. seeks 600 khz; 500 w-D. Address: 304 State St., Bloomington, Ind. 47401. Principal is owned by Rolland C. Johnson, Bill C. Brown, Steven R. Shine, James T. Howard and Robert M. Pertanoff. It also owns WBWB-FM Bloomington, Ind. Johnson owns Duchossois Communications, Bloomington-based group of two AM's, two FM's and one TV. Petranoff has interest in WOVR-FM Versailles, Ind. Filed April 28.

FM

■ Lancaster, Ohio—Lancaster Educational Broadcasting Foundation seeks 90.9 mhz; 200 w; HAAT: 224.6 ft Address: 1332 East Main St., 43130. Principal is nonprofit corp. headed by Robert E. Rauch. It has no other broadcast interests. Filed April 28.

TV's

■ Duluth, Minn.—Robin C. Brandt seeks ch. 21; ERP vis. 960 kw; aur. 96 kw; HAAT: 590.25 ft., ant. height above ground: 350 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed April 30.

■ Butte, Mont.—Robin C. Brandt seeks ch. 24; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,733 ft. Address: 1012 Third St., Juniata, Altoona, Pa. 16601. Principal has no other broadcast interests. Filed April 30.

Summary of broadcasting as of February 25, 1986

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.
* Note: Due to computer problems, FCC has not and will not release broadcast station totals for November, December or January.

Facilities Changes

Applications

AM's

Tendered

■ WINY (1350 khz) Putnam, Conn.—Seeks CP to increase power to 5 kw. App. May 5.

■ WCNN (680 khz) North Atlanta, Ga.—Seeks CP to increase night power to 15 kw and make changes in ant. sys. App. May 5.

■ KWSK (1330 khz) Wishek, N.D.—Seeks CP to add night service with 5 kw; increase day power to 5 kw; install DA-2, and make changes in ant. sys. App. May 2.

■ KXOJ (1550 khz) Sapulpa, Okla.—Seeks CP to increase power to 2.5 kw. App. May 2.

Accepted

■ KJNP (1170 khz) North Pole, Alaska—Seeks CP to change ERP to 50 kw. App. May 5.

■ KSDG (1040 khz) San Diego—Seeks MP to change TL and make changes in ant. sys. App. May 5.

■ KGDP (660 khz) Santa Ynez, Calif.—Seeks MP to change TL and make changes in ant. sys. App. May 5.

■ WKII (1090 khz) Port Charlotte, Fla.—Seeks MP to reduce power to 4.8 kw and change TL. App. May 5.

■ WEBB (1360 khz) Baltimore—Seeks MP to make changes in ant. sys. App. May 5.

FM's

Tendered

■ *WLBF (89.1 mhz) Montgomery, Ala.—Seeks CP to